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NEW APPLICATION TRANSMITTAL

ASSISTANT COMMISSIONER FOR PATENTS  
Box Patent Application  
Washington, D.C. 20231

PATENT  
Attorney Docket No.: 19880-003900  
Client Ref.: 302

Dear Sir or Madam:

Transmitted herewith for filing under 37 CFR §1.53(b) is a non-provisional patent application of:

Applicant(s): DONALD F. GORDON et al.  
For: METHOD AND APPARATUS FOR COLLECTING AND REPORTING  
CONSUMER TREND DATA IN AN INFORMATION DISTRIBUTION  
SYSTEM

JC945 U.S. PTO  
09/737841  
12/14/00

Enclosed are:

Patent Application - 24 pages of Specification, 4 pages of Claims, 1 page of Abstract,  
and 9 sheets of formal drawings.

An unsigned Declaration

An unsigned Statement to establish Small Entity Status under 37 CFR §1.9 and §1.27

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Respectfully submitted,



Truong T. Dinh  
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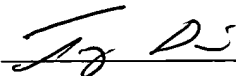
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Truong T. Dinh